AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A method for communicating information regarding a selected item to a user present at a location of a first retail entity, the method comprising:

while the user remains present at the location of the first retail entity, which first retail entity is different than a second retail entity, the second retail entity:

receiving an image from the user using an imaging device, wherein the image contains identifying data associated with the selected item as provided by the first retail entity;

extracting the identifying data from the image;

using the identifying data to obtain item information associated with the selected item from a second retail entity that is different than the first retail entity; and

communicating the item information from the second retail entity to the imaging device for delivery to the user while the user remains present at the location of the first retail entity, wherein the item information enables the user to request the item from the second retail entity while remaining at the location of the first retail entity.

2.   (Previously presented) The method of Claim 1, further comprising outputting the item information on a visual display of the imaging device when the item information is communicated from the second retail entity to the imaging device.

3.   (Previously presented) The method of Claim 1, further comprising outputting the item information on an audio speaker of the imaging device when the item information is communicated from the second retail entity to the imaging device.

4.   (Original) The method of Claim 1, wherein the imaging device is a digital camera capable of communicating the image containing the identifying data.

5.   (Original) The method of Claim 1, wherein the imaging device is a mobile telephone having a component for capturing an image containing the identifying data.

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6.   (Original) The method of Claim 1, wherein the imaging device is a portable computing device having a component for capturing an image containing the identifying data.

7.   (Previously presented) The method of Claim 1, wherein the method further comprises:

compiling historical data based on a number of times an image has been received from different imaging devices, said image containing identifying data associated with the selected item;

using the historical data to estimate consumer demand for the selected item; and

generating a report that forecasts future purchasing activity for the selected item based on the estimated consumer demand.

8.   (Original) The method of Claim 1, wherein the item information comprises rating information for the selected item associated with the identifying data.

9.   (Original) The method of Claim 1, wherein the item information comprises price information for the selected item associated with the identifying data.

10.   (Original) The method of Claim 1, wherein the identifying data comprises a universal product code.

11.   (Canceled)

12.   (Currently amended) A system for communicating information regarding a selected item to a user present at a location of a first retail entity, wherein the system comprises a server operated by a second retail entity that is different than the first retail entity, the server being in communication with an imaging device that is configured to capture an image of identifying data associated with the selected item, the server comprising:

a subsystem configured to receive an image from the user using the imaging device, wherein the image contains identifying data associated with the selected item as provided by the first retail entity;

a subsystem configured to extract the identifying data from the image;

a subsystem configured to use the identifying data to obtain item information associated with the selected item, wherein the item information is obtained from at least one resource; and

a subsystem configured to communicate the item information to the imaging device for delivery to the user while the user remains present at the location of the first retail entity~~,~~

~~wherein the item information enables the user to request the item from the second retail entity while remaining at the location of the first retail entity~~.

13. (Original) The system of Claim 12, wherein the resource is a Web service storing information related to the selected item.

14. (Original) The system of Claim 12, wherein the resource is a database storing information related to the selected item.

15. (Original) The system of Claim 12, wherein the server subsystem that communicates the item information is further configured to communicate the item information in a format that enables generation of an audible signal through a speaker.

16. (Original) The system of Claim 12, wherein the server subsystem that communicates the item information is further configured to communicate the item information in a format that enables generation of a visual output on a display.

17. (Previously presented) The system of Claim 12, wherein the server further comprises a subsystem configured to compile historical data based on a frequency of receipt of images from different imaging devices, said images containing identifying data associated with the selected item, and generate a report that forecasts future purchasing activity for the item based on the estimated consumer demand.

18. (Original) The system of Claim 12, wherein the item information comprises rating information for the selected item associated with the identifying data.

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19.   (Original) The system of Claim 12, wherein the item information comprises price information for the selected item associated with the identifying data.

20.   (Original) The system of Claim 12, wherein the identifying data comprises a universal product code.

21.   (Previously presented) The system of Claim 12, wherein the server operated by the second retail entity is at a location remote from the location of the first retail entity.

22.   (Currently amended) A computer-readable medium having a computer-executable component for communicating item information for a selected item, wherein the computer-executable component is <u>executed by a second retail entity that is different than a first retail entity and</u> communicates the item information by:

receiving an image from an imaging device being operated by a user present at a location of [[a]] <u>the</u> first retail entity, said image containing identifying data associated with the selected item made available at the location of the first retail entity;

extracting the identifying data from the image;

using the identifying data to obtain item information associated with the selected item; and

communicating the item information to the imaging device while the user remains present at the location of the first retail entity~~;~~

~~wherein the item information enables the user to request the item from a second retail entity while the user remains at the location of the first retail entity~~.

23.   (Original) The computer-readable medium of Claim 22, wherein the computer-executable component communicates the item information in a format that enables an audible output of the item information through a speaker.

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24. (Original) The computer-readable medium of Claim 22, wherein the computer-executable component communicates the item information in a format that enables a visual output of the item information on a display.

25. (Previously presented) The computer-readable medium of Claim 22, further comprising a computer-executable component for generating a forecast report, said computer-executable component generating the forecast report by:

compiling historical data based on a frequency of receipt of images from different imaging devices, said images containing identifying data associated with the selected item;

using the historical data to estimate consumer demand for the item; and

generating a report that forecasts future purchasing activity for the item based on the estimated consumer demand.

26. (Original) The computer-readable medium of Claim 22, wherein the item information comprises rating information for the selected item associated with the identifying data.

27. (Original) The computer-readable medium of Claim 22, wherein the item information comprises price information for the selected item associated with the identifying data.

28. (Original) The computer-readable medium of Claim 22, wherein the identifying data comprises a universal product code.

29. (Original) The computer-readable medium of Claim 22, wherein extracting identifying data associated with the selected item from the image includes processing the image with an optical character recognition program to produce the identifying data.

30. (Currently amended) An integrated portable apparatus for obtaining item information for a selected item at a location of a first retail entity, the apparatus comprising:

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an input device for capturing an image of the selected item that contains identifying data associated with the selected item as provided by the first retail entity;

an output device for outputting item information for the selected item as obtained from a second retail entity that is different than the first retail entity;

a storage medium for storing said identifying data and program instructions for processing the image; and

a processing unit communicatively coupled to the input device, the output device, and the storage medium, for executing the program instructions that process the image by

obtaining the item information for the selected item by communicating the image containing the identifying data to the second retail entity; and

outputting on the output device the item information obtained from the second retail entity, wherein the output device communicates the item information to a user while the user remains at the location of the first retail entity, ~~and wherein the item information enables the user to request the item from the second retail entity while the user remains at the location of the first retail entity~~.

31. (Original) The apparatus of Claim 30, wherein the processing unit further executes program instructions that process the image by extracting the identifying data from the image.

32. (Original) The apparatus of Claim 31, wherein the identifying data is barcode data and the processing unit extracts the barcode data by executing a barcode recognition program that operates on the image.

33. (Original) The apparatus of Claim 31, wherein the identifying data is text data and the processing unit extracts the text data by executing an optical character recognition program that operates on the image.

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34. (Previously presented) The apparatus of Claim 30, wherein the processing unit communicates the image to a server operated by the second retail entity at a location remote from the first retail entity, wherein the server extracts the identifying data from the image.

35. (Previously presented) The apparatus of Claim 30, wherein the item information for the selected item is obtained by retrieving item information from a database maintained on behalf of the second retail entity, wherein the item information corresponds to the identifying data for the selected item.